

FIG. 1

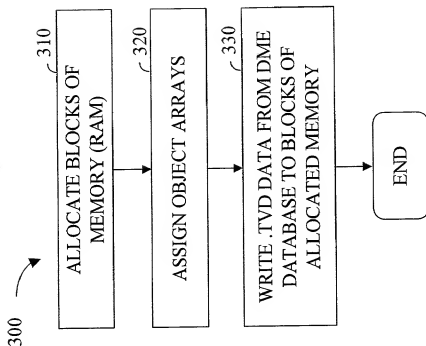


FIG. 3

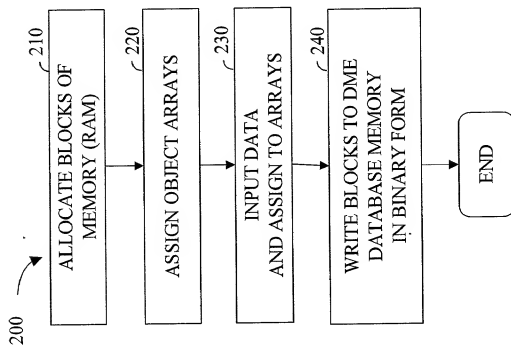


FIG. 2

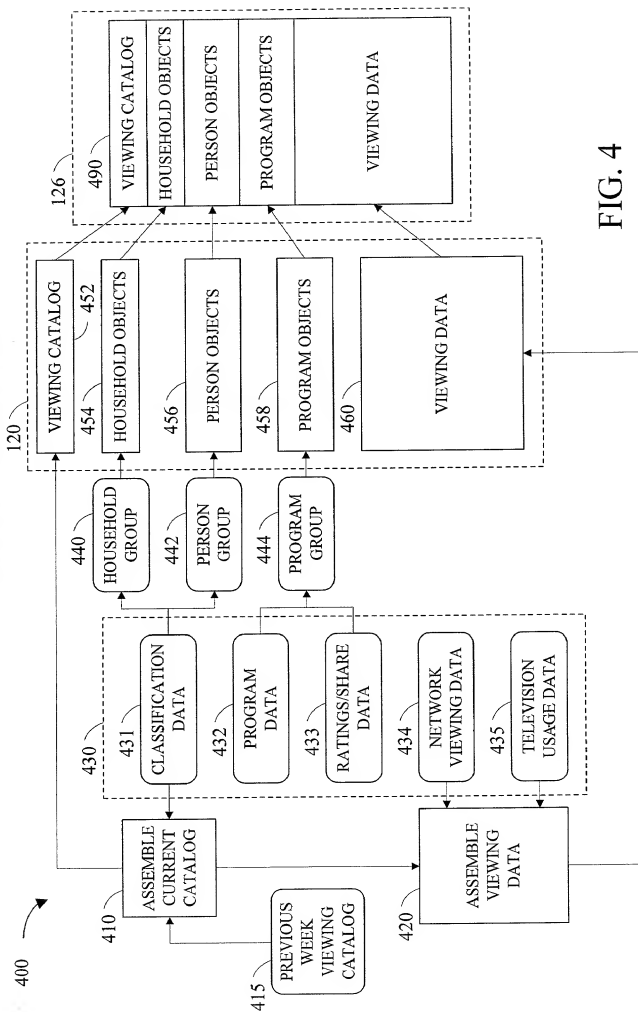


FIG. 4

AGE RANGE (YEARS)	REPRESENTATION (HEX)	REPRESENTATION (BINARY)
2-5	1H	1
6-8	2H	10
9-11	3H	100
12-14	4H	1000
15-17	8H	10000
18-20	20H	100000
21-24	40H	1000000

FIG. 5

03214622.02201  
102220.22911860



[illegible]

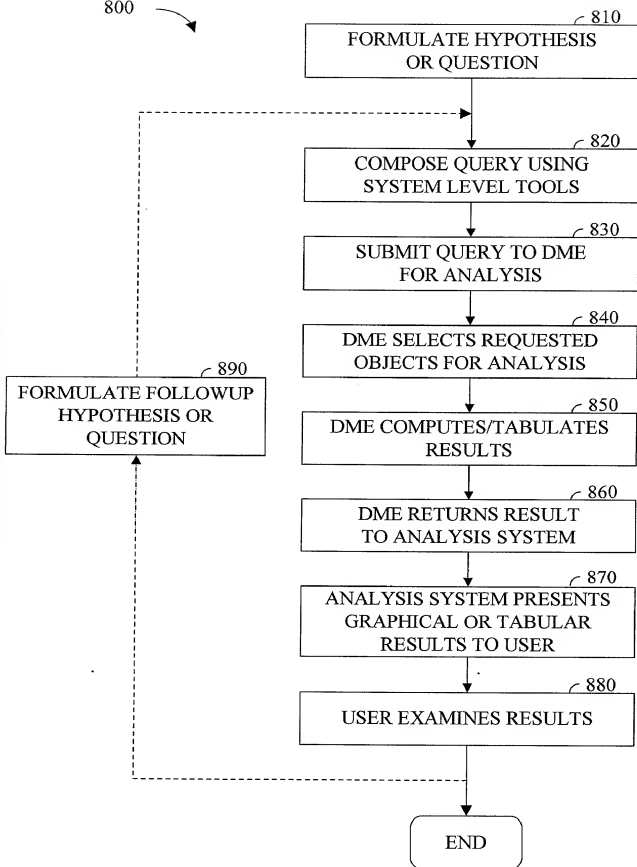


FIG. 8

Cross Tabulation

Retrieve

FRIENDS

Thursday, May 22, 1997 8:00 PM

	Programs for the Week of Apr 21, 1997	Type	Day of Week	Start Time	Half Hour	Net	Number Viewing Both	Number Viewing Only FRIEND	Number Viewing Only This	% of FRIEND Audience in This	% of This Audience in FRIEND
1	BOY MEETS WORLD	CS	Fri	8:30 PM	8:30 PM	ABC	14	342	117	3.9	10.7
2	HIGH INCIDENT	DP	Thu	8:00 PM	8:00 PM	ABC	4	347	101	1.1	3.8
3	LOIS & CLARK	A	Sat	8:00 PM	8:00 PM	ABC	7	323	83	2.1	7.8
4	LOIS & CLARK	A	Sat	8:00 PM	8:30 PM	ABC	11	319	110	3.3	9.1
5	GRACE UNDER FIRE	CS	Wed	8:00 PM	8:00 PM	ABC	20	330	127	5.7	13.6
6	COACH	CS	Wed	8:30 PM	8:30 PM	ABC	32	318	159	9.1	16.8
7	TURNING POINT SP ED-4/27	DN	Sun	8:00 PM	8:30 PM	ABC	13	336	141	3.7	8.4
8	HOME IMPROVEMENT SP-4/2	CS	Tue	8:00 PM	8:00 PM	ABC	36	309	235	10.4	13.3
9	TURNING POINT SP ED-4/27	DN	Sun	8:00 PM	8:00 PM	ABC	9	340	101	2.6	8.2
10	HIGH INCIDENT	DP	Thu	8:00 PM	8:30 PM	ABC	8	343	128	2.3	5.9
11	STORY OF MOTHERS/DAUGH	GV	Mon	8:00 PM	8:30 PM	ABC	16	325	108	4.7	12.9
12	STORY OF MOTHERS/DAUGH	GV	Mon	8:00 PM	8:00 PM	ABC	13	328	99	3.8	11.6
13	FAMILY MATTERS	CS	Fri	8:00 PM	8:00 PM	ABC	16	340	128	4.5	11.1

FIG. 9



FIG. 10

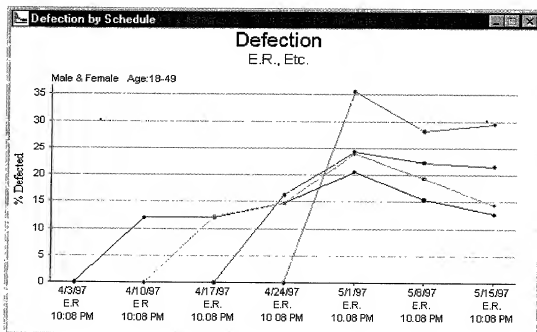


FIG. 11



0	6:23	7:23 n	7:53	8:38 N	9:38 A	11:53		
1	6:23	7:23 n	8:23	8:38 N	9:38 A	11:53		
2	7:53	8:38 N	9:08 A	11:53				
3	8:38	9:38 N	11:53					
4	7:08	7:53 n	9:23 A	10:53 C	11:23 n	11:53 C		
5	7:08	7:53 n	9:23 A	10:53 C	11:23 n	11:53 C		
6	7:53	9:08 F	10:08	10:38 n	11:53			
7	7:53	9:08 F	10:08	10:38 n	11:53			
8	8:38	9:08 F	11:53					
9	6:23 n	6:53 N	8:23	9:23 N	9:53 F	10:53	11:23 n	11:53
10	6:23 n	6:53 N	11:53					
11	6:23	6:53 N	8:23	9:23 N	11:53			
12	11:53							
13	6:23	6:53 N	8:53	9:23 N	9:53 F	10:53	11:23 n	11:53
14	8:53	9:23 N	9:53 F	10:53	11:23 n	11:53		
15	8:53	9:23 N	9:53 F	11:53				
16	11:53 O							
17	11:53 O							
18	6:53	7:53 n	8:23 F	10:38	11:53 n			
19	6:53	7:53 n	8:23 F	10:38	11:53 n			
20	11:53							
21	6:53	8:38 n	9:53 C	10:23 N	10:53	11:23 n	11:53	
22	9:23	9:53 C	10:23 N	10:53	11:23 n	11:53		
23	6:53	8:38 n	9:53 C	11:53				
24	7:53	8:38 n	8:53 C	11:53				
25	7:53	8:38 n	11:53					
26	11:53							

FIG. 12

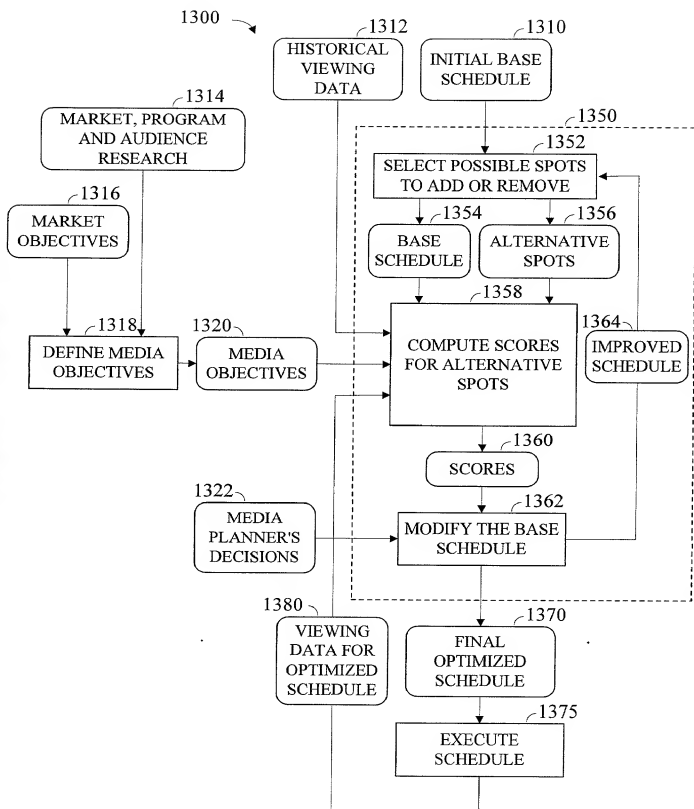


FIG. 13

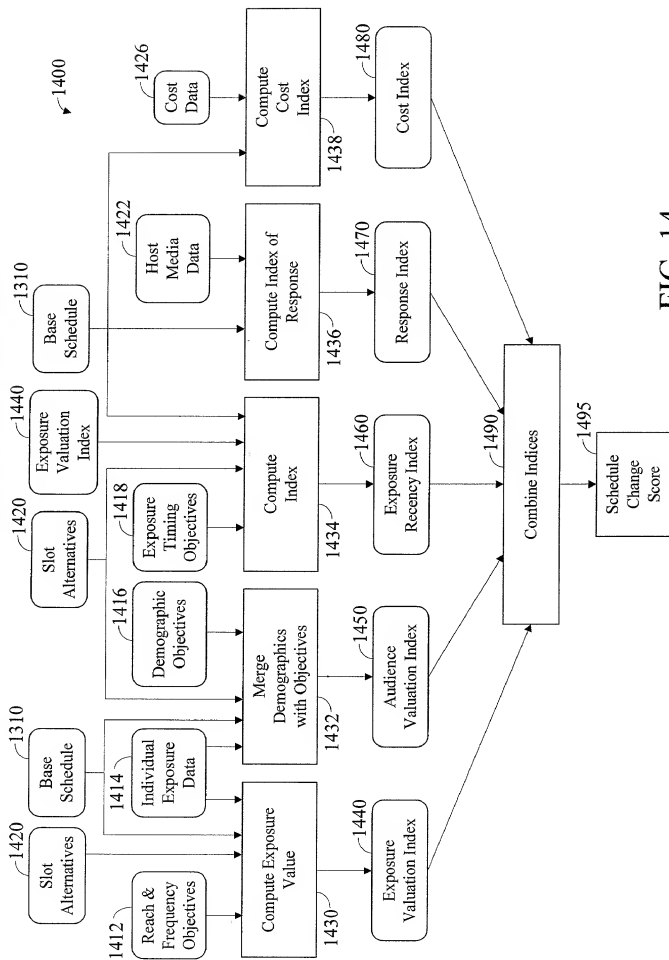


FIG. 14

SPOTS	AUDIENCE MEMBERS									
	1	2	3	4	5	6	7	8	9	10
A		Y		Y						
B	Y		Y	Y				Y		
C		Y					Y			Y
D	Y			Y		Y	Y	Y		
VALUE	0.8	0.0	0.0	1.0	0.0	0.4	0.8	0.8	0.0	0.0

FIG. 15

FREQUENCY	VALUE
1	0.4
2	0.8
3	1.0
4-6	0.8
7-10	.2
11+	0.0

FIG. 16

0904622-032204

AGE RANGE	VALUE
0 -17	0
18 - 34	1.0
35 - 49	.7
50+	.4

FIG. 17

HOUSEHOLD INCOME RANGE PER YEAR	VALUE
\$0 - \$25k	.6
\$26k - \$35k	.85
\$36K+	1.0

FIG. 18

0504662.012204

SCORING TECHNIQUE	ASSUMPTIONS	REQUIRED DATA
AVERAGE FREQUENCY	<ul style="list-style-type: none"> <li>* Higher frequency is better.</li> <li>* Most audience members in a group are exposed near an average number of times.</li> </ul>	<ul style="list-style-type: none"> <li>* Total reach.</li> <li>* Total impressions.</li> </ul>
EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> <li>* Exposures fewer than a given number are not effective.</li> <li>* Additional exposures beyond the given number are also not effective.</li> </ul>	<ul style="list-style-type: none"> <li>* Summary frequency distribution data.</li> </ul>
REACH	<ul style="list-style-type: none"> <li>* Coverage is more important than repetition.</li> <li>* A single exposure has value.</li> </ul>	<ul style="list-style-type: none"> <li>* Total reach.</li> </ul>
WEIGHTED EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> <li>* All advertising exposures may have some value.</li> <li>* The value of exposure is different for each frequency level, and can depend on many factors.</li> </ul>	<ul style="list-style-type: none"> <li>* Frequency tabulations for individual audience members.</li> </ul>
TIME WEIGHTED EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> <li>* Recent exposures have greater value than more distant ones.</li> <li>* Distributed exposures for individuals over time is more valuable than closely clustered exposures.</li> </ul>	<ul style="list-style-type: none"> <li>* Exposure timing data for individual audience members.</li> </ul>

FIG. 19

PERSON	SCHEDULE A	SCHEDULE B
1	1	3
2	1	3
3	7	3
AVERAGE FREQUENCY	3	3

FIG. 20

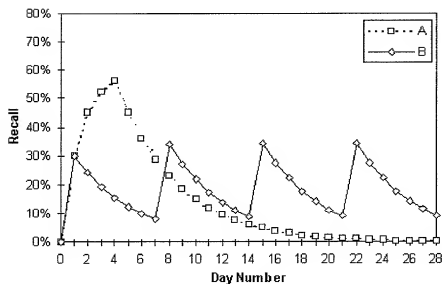


FIG. 21

NUMBER OF EXPOSURES	AUDIENCE COUNT
0	44
1	32
2	15
3	7
4	2

FIG. 22

EXPOSURE NUMBER	INDEX VALUE
1	0.5
2	0.8
3	1.0
4	0.6
5	0.3

FIG. 23

100250 22441860



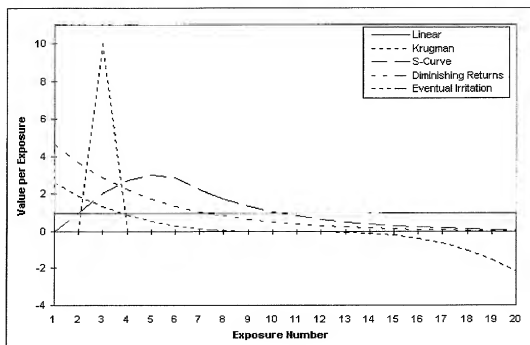


FIG. 24

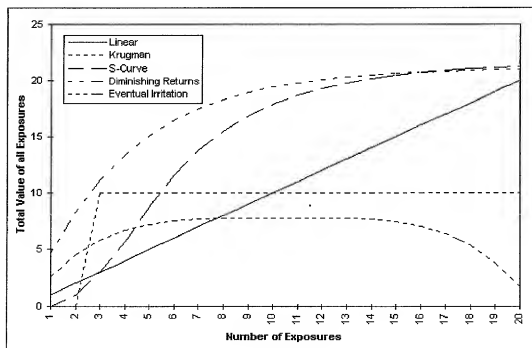


FIG. 25

FREQUENCY	LINEAR	KRUGMAN	DIMINISHING RETURNS	EVENTUAL IRRITATION	S-CURVE
1	1	0	4.7	2.6	0.0
2	1	0	3.6	1.9	1.0
3	1	10	2.8	1.3	2.0
4	1	0	2.2	0.9	2.7
5	1	0	1.7	0.5	3.0
6	1	0	1.3	0.3	2.8
7	1	0	1.0	0.2	2.2
8	1	0	0.8	0.1	1.7
9	1	0	0.6	0.0	1.3
10	1	0	0.5	0.0	1.0
11	1	0	0.4	0.0	0.8
12	1	0	0.3	0.0	0.6
13	1	0	0.2	0.0	0.5
14	1	0	0.2	-0.1	0.4
15	1	0	0.1	-0.2	0.3
16	1	0	0.1	-0.4	0.2
17	1	0	0.1	-0.7	0.2
18	1	0	0.1	-1.0	0.1
19	1	0	0.1	-1.5	0.1
20	1	0	0.0	-2.2	0.1

FIG. 26

102200-22941850

PERSON NUMBER	EXPOSURE FOR BASE SCHEDULE	VIEWED ADDITIONAL SPOT	EXPOSURE VALUATION CURVE				
			LINEAR	KRUGMAN	DIMINISHING RETURNS	EVENTUAL IRRITATION	S-CURVE VALUE
1	1	Y	1	0	3.6	1.9	1.0
2	4	N					
3	0	Y	1	0	3.6	1.9	0.0
4	0	N					
5	6	Y	1	0	3.6	1.9	2.2
6	2	Y	1	0	3.6	1.9	2.0
7	13	Y	1	0	3.6	1.9	0.4
8	0	Y	1	0	3.6	1.9	0.0
9	0	N					
10	0	N					
11	2	N					
12	4	Y	1	0	3.6	1.9	3.0
13	9	N					
14	1	Y	1	0	3.6	1.9	1.0
15	0	N					
TOTAL SCORE			8.0	10.0	22.4	10.9	9.6

FIG. 27

102250.22941860

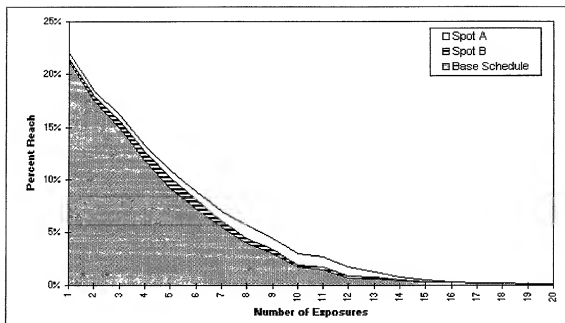


FIG. 28

EXPOSURE NUMBER	INDEX VALUE
1	10
2	0.0
3	0.0
4	0.0
5	0.0

FIG. 29

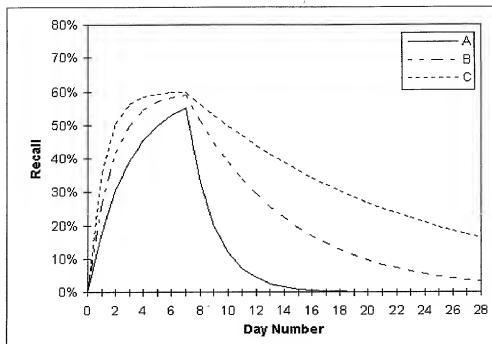


FIG. 30

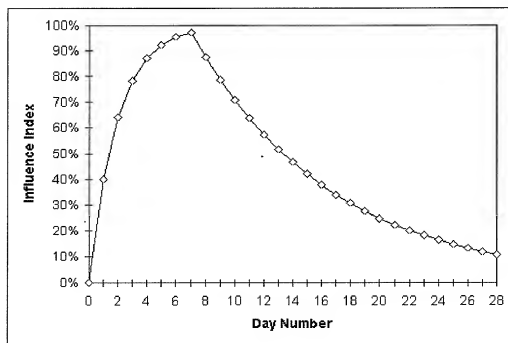


FIG. 31

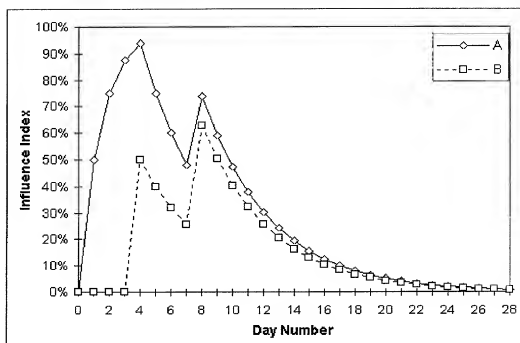


FIG. 32

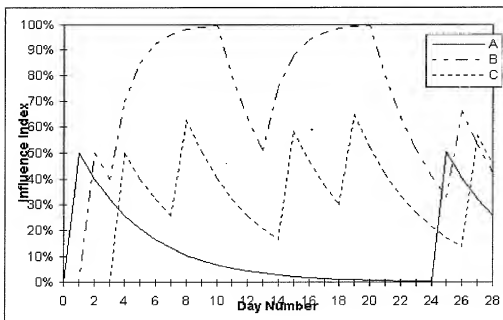


FIG. 33

09014622.032201

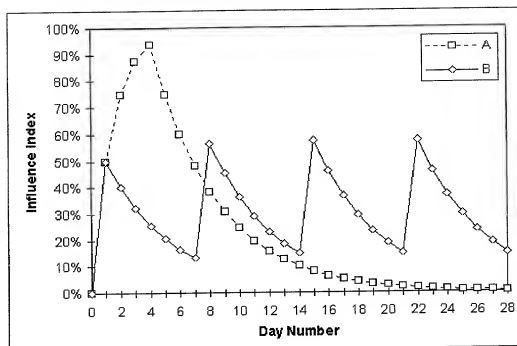


FIG. 34

2025-03-20 10:00:00

102220-22977860

PERSON #	EXPOSURE							ALTERNATIVE A							ALTERNATIVE B							ALTERNATIVE C							T O T A L																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	1	2	3	A	B	C	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5		6	7																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
				8:00 p.m.	9:00 p.m.	10:00 p.m.								8:00 p.m.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

FIG. 35



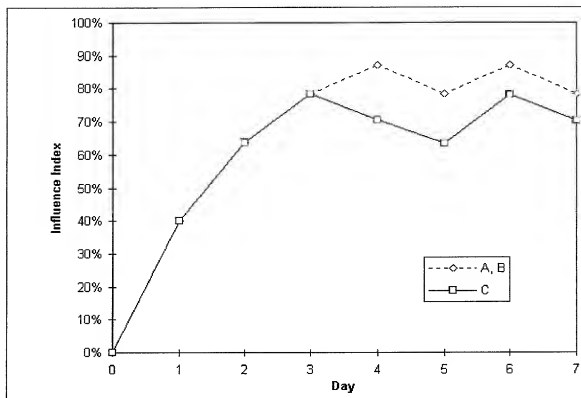


FIG. 36

AGE	GENDER	INDEX VALUE
1-11	F	
12-18	F	0.3
19-27	F	0.6
28-40	F	1.0
40+	F	0.7
0-27	M	
28-40	M	0.5
40+	M	

FIG. 37

00014632-052201

HOUSEHOLD INCOME	INDEX VALUE
0-10K	
11-29K	0.5
30-40K	0.7
40K+	1.0

FIG. 38

COUNTY SIZE	INDEX VALUE
A COUNTIES	1.0
B COUNTIES	0.8
OTHER	

FIG. 39

DAYS TO DECISION	INDEX VALUE
0	1.0
1	0.6
2	0.3
3+	0.0

FIG. 40

001462.03204  
10220.264180

EXPOSURE VALUATION										AUDIENCE VALUATION						INDIVIDUAL SUBTOTALS									
PERSON #	1	2	3	4	4	5	6	7	Weighted Effective Frequency	Time Weighted Effective Frequency			Age	Gender	Index Value	Income	County	Index Value	Weighted Effective Frequency Score			Time Weighted Effective Frequency Score			
										A	B	C							A	B	C	A	B	C	A
				A	B	C																			
1	Y							Y	0.5	0.5	0.5	242	338	242	23	M									
2	Y								1.0	1.0	1.0	209	209	209	54	M									
3		Y	Y						1.0	1.0	1.0	303	221	303	52	F					0.56	170	124	170	
4									1.0	1.0	1.0				17	F									
5							Y	Y	1.0	1.0	1.0	182	182	182	14	F									
6	Y								0.5	0.5	0.5	187	187	288	29	M						44	44	44	
7		Y	Y	Y					Y	0.5	0.5	0.5	285	195	285	29	F					0.2	47	47	
8									0.5	0.5	0.5				6	M					0.5	142	98	142	
9					Y				Y	1.0	1.0	1.0	40	168	40	38	F				0.5				
10	Y	Y	Y	Y	Y	Y				392	329	392	68	F		9		C							
11								Y	0.5	0.5	0.5	108	108	108	61	F						30	30	30	
12									Y			164	164	260	26	F					0.24	49	49	78	
13									1.0	1.0	1.0				61	M									
14	Y	Y	Y	Y				Y	1.0	1.0	1.0	513	465	37		M				0.15	0.15	257	257	232	
15		Y						Y	1.0	1.0	1.0	220	220	220	36	F						220	220	220	
16									1.0	1.0	1.0														
17	Y							Y	1.0	1.0	1.0	270	358	270	35	M						135	179	135	
18		Y							1.0	1.0	1.0	187	288	187	23	F									
19			Y						Y	0.7	0.7	0.7	168	40	40	22	F								
20	Y								0.7	0.7	0.7	209	209	209	54	F									
										Exposure and Demographics SubTotals:										1.38	0.95	1.50	1190	1228	1176

ALTERNATIVE	INDICES			WEIGHTED EFFECTIVE FREQUENCY METHOD		TIME WEIGHTED EFFECTIVE FREQUENCY METHOD	
	TIME RECENCY INDEX	RESPONSE INDEX	COST INDEX	SUBTOTAL	TOTAL SCORE	SUBTOTAL	TOTAL SCORE
A	1.0	1.0	1.10	1.38	1.25	1190	1081
B	1.0	1.3	1.35	0.95	0.91	1228	1183
C	1.0	0.8	0.9	1.50	1.33	1176	1046

FIG. 42

SCHEDULE NUMBER	NUMBER OF SLOTS	DAYS	AVERAGE INFLUENCE
1	1	1	13.5%
2	2	1, 9	24.3%
3	3	1, 9, 15	32.8%
4	3 (OPTIMIZED)	1, 6, 14	33.1%

FIG. 43

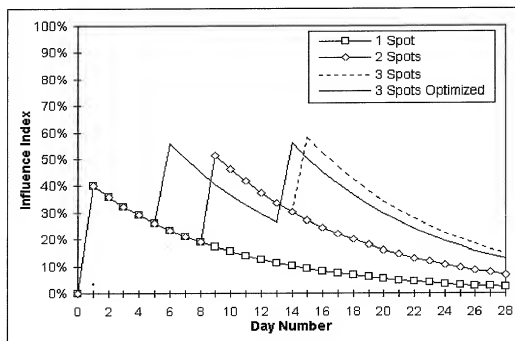


FIG. 44

<b>Analysis Type</b>	<b>Source Programming Segment</b>	<b>Destination Programming Segment</b>
LEAD-IN SOURCE LEAD-IN RETENTION LEAD-IN LOYALTY LEAD-IN DEFECTION	LAST QUARTER HOUR OF PREVIOUS PROGRAM	FIRST QUARTER HOUR OF SELECTED PROGRAM
IN-PROGRAM SOURCE IN-PROGRAM RETENTION IN-PROGRAM LOYALTY IN-PROGRAM DEFECTION	FIRST QUARTER HOUR OF SELECTED PROGRAM	LAST QUARTER HOUR OF SELECTED PROGRAM
LEAD-OUT SOURCE LEAD-OUT RETENTION LEAD-OUT LOYALTY LEAD-OUT DEFECTION	LAST QUARTER HOUR OF SELECTED PROGRAM	FIRST QUARTER HOUR OF SUBSEQUENT PROGRAM
TUNE-IN SHARE SWITCHING SHARE TUNE-IN + SWITCHING SHARE	LAST QUARTER HOUR OF PREVIOUS PROGRAM	FIRST QUARTER HOUR OF SELECTED PROGRAM

FIG. 45

05634522-03201

702220\*22047560

ANALYSIS TYPE	NUMERATOR	DENOMINATOR
LEAD-IN SOURCE IN-PROGRAM SOURCE LEAD-OUT SOURCE	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE DESTINATION PROGRAM SEGMENT
LEAD-IN RETENTION IN-PROGRAM RETENTION LEAD-OUT RETENTION	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT
LEAD-IN LOYALTY IN-PROGRAM LOYALTY LEAD-OUT LOYALTY	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT AND ALSO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
LEAD-IN DEFECTION IN-PROGRAM DEFECTION LEAD-OUT DEFECTION	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT, AND WHO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT BUT DID NOT WATCH THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT AND ALSO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
TUNE-IN SHARE	NUMBER OF PEOPLE WHO WERE NOT WATCHING TELEVISION DURING THE SOURCE PROGRAM SEGMENT BUT WATCHED THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WERE NOT WATCHING TELEVISION DURING THE SOURCE PROGRAM SEGMENT, BUT DID WATCH TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
SWITCHING SHARE	NUMBER OF PEOPLE WHO WATCHED A COMPETING PROGRAMMING SEGMENT DURING THE SOURCE PROGRAM SEGMENT AND WHO WATCHED THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WERE WATCHING TELEVISION DURING BOTH THE SOURCE AND DESTINATION PROGRAM SEGMENTS, BUT WHO CHANGED CHANNELS BETWEEN THE SOURCE AND DESTINATION PROGRAM SEGMENT TIMES

FIG. 46